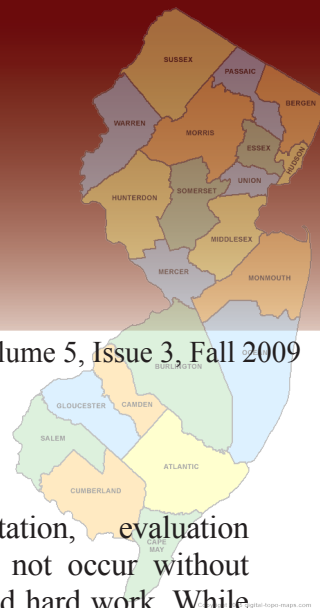




# NJ Comprehensive Cancer Control IMPACT

## Statewide Implementation Activities



Volume 5, Issue 3, Fall 2009

### *New Jersey Beachgoers Benefit from “Choose Your Cover”*

On July 25th, all four New Jersey shoreline counties, which includes Monmouth, Ocean, Atlantic and Cape May, participated in “Choose Your Cover,” a free melanoma skin cancer screening and educational program. The effort was directed at providing beachgoers health education on sun safety, cancer prevention and the importance of early detection, as well as offering a convenient opportunity to receive a free skin cancer check. Volunteer physicians and advanced-practice nurses conducted these skin cancer screenings.

This initiative is in keeping with the goals of New Jersey’s Comprehensive Cancer Control Plan, which includes melanoma skin cancer as a priority cancer to be addressed throughout the state.

The Ocean County Cancer Coalition first implemented this creative effort in 2008, where it was held at just three Jersey beaches. Remarkably, for year two it was expanded to this four-county effort, with a total of eleven separate beach locations.

The results are very impressive: screening sites increased from 3 in 2008 to 11 in 2009; screenings conducted increased from 541 to 1,376 (a 154% increase); more than one-third of those screened were referred for follow-up, including 54 with suspected melanomas.

The design, implementation, evaluation and follow-up of such events do not occur without tremendous effort, commitment, and hard work. While coordinated by each of the four Coalitions, these events would not be possible without the support of each Coalition’s host agencies, local and county government officials, recreation departments, local hospitals and other health service agencies, individual healthcare providers, community organizations, faith groups, private businesses and foundations, and the countless individuals who gave hundreds of hours of volunteer time to make each of these events so successful.

The success of the expanded program has already prompted interest by other coalitions to participate in the 3rd annual Choose Your Cover Skin Cancer Screening and Education, tentatively scheduled for July 17, 2010. Under consideration is expanding the reach of the program to include other

types of outdoor recreational areas, such as pools, lakes or rivers. Watch for details!

To learn more about the details of this successful initiative, visit [http://www.nj.gov/health/ccp/documents/pr\\_jul09.pdf](http://www.nj.gov/health/ccp/documents/pr_jul09.pdf) or email Deb Levinson at [dlevinson@newsolutionsinc.com](mailto:dlevinson@newsolutionsinc.com).



## ***Message from the Chair***

It has been a very busy summer for our County Coalitions! For the Melanoma Workgroup a shore-length skin cancer screening occurred that saw almost 1,500 people screened up and down the Jersey shore. The success of the program was matched only by the enthusiasm of the volunteers and the thanks of the people who came to the beach locations for their free screening and cancer information handouts. Multiple counties cooperated with county officials and cancer prevention organization partners for a spectacular display of cancer awareness.

Moving forward, our expectations are high for the best ever cancer coalition summit which will focus on survivorship. Meetings were held this summer to lay the groundwork for this important meeting. In addition, our Evaluation Committee continues to provide assessment and guidance on how we go from “good to great” under the capable tutelage of Marcia Sass, who joined us last year.

Finally, now that we had time to hopefully retool and re-energize this summer, I truly hope that all of our coalitions and partners will redouble their efforts to maintain New Jersey as the leader in comprehensive cancer control.

Arnold M. Baskies, MD, FACS  
Chair of the Governor’s Task Force  
on Cancer Prevention

### ***TABLE OF CONTENTS***

<i>Choose Your Cover</i>	<i>Page 1</i>
<i>Message from the Chair</i>	<i>Page 2</i>
<i>Bits and Pieces from OCCP</i>	<i>Page 3</i>
<i>Atlantic County</i>	<i>Page 4</i>
<i>Bergen County</i>	<i>Page 4</i>
<i>Burlington County</i>	<i>Page 5</i>
<i>Camden County</i>	<i>Page 6</i>
<i>Cape May County</i>	<i>Page 6</i>
<i>Cumberland County</i>	<i>Page 6</i>
<i>Essex County</i>	<i>Page 7</i>
<i>Gloucester County</i>	<i>Page 8</i>
<i>Monmouth County</i>	<i>Page 9</i>
<i>Ocean County</i>	<i>Page 10</i>
<i>Salem County</i>	<i>Page 11</i>
<i>Somerset County</i>	<i>Page 11</i>
<i>Warren County</i>	<i>Page 12</i>
<i>OCCP Contact Information</i>	<i>Page 13</i>

***To learn about the activities of the County Cancer Coalitions not included in this issue of IMPACT, please visit [www.njcancer.gov](http://www.njcancer.gov)***

## ***Great American Smokeout Coming Soon!***



The Great American Smokeout, first promoted by the American Cancer Society in 1977, is an annual event, which encourages Americans to quit smoking. The concept is to challenge people not to smoke cigarettes for 24 hours, hoping their decision to quit will last forever. It is held annually on the third Thursday in November, and this year it is November 19th.

If you, or your organization is looking for information and resources to support your efforts, visit the American Cancer Society website; to see activities that may be happening in a particular county, reach out to your local County Cancer Coalition!

# Bits and Pieces...

*from the OCCP Newsroom*

***New OCCP Logo and Tag Line Unveiled!*** The Communications Committee has been instrumental in developing new clear and consistent key messages about New Jersey's comprehensive cancer control program. First, OCCP's website address, [www.njcancer.gov](http://www.njcancer.gov), was added to their logo. Next, a new tag line, "Working Together to Reduce the Burden of Cancer in New Jersey," was developed to explain the relationship among OCCP, the NJ Department of Health and Senior Services (NJDHSS), the Task Force, its Workgroups and Standing Committees, and the 21 County Cancer Coalitions. The tag line will be used in conjunction with the OCCP, NJDHSS, and County Cancer Coalition logos. Key messages which provide background on cancer control in New Jersey were also developed by the Committee and will be used in an upcoming OCCP Fact Sheet. Future training will be provided to the County Cancer Coalition Coordinators on the use of the new tag line and key messages. Thanks to the Communications Committee for all your creative ideas!



***Working Together to Reduce the Burden of Cancer in New Jersey***



***Childhood Cancer Resource Guide Now Online!*** The Childhood Cancer Workgroup recently compiled a comprehensive resource guide for childhood cancer survivors. The guide, "Resources to Help Childhood, Adolescent and Young Adult Cancer Survivors," is a directory of local and national organizations that provide assistance or specialized programs for children and young adult cancer survivors. Types of assistance include financial, prescription, insurance, treatment centers, camps, fertility, advocacy, support groups, education, transportation services and many more. To view and download the guide, go to: [www.njcancer.gov](http://www.njcancer.gov). To request a print version, e-mail: [occp@doh.state.nj.us](mailto:occp@doh.state.nj.us) or call the OCCP at: 609-984-5144.

***Task Force Summit 2010 Planning is Underway!*** Planning has begun for Task Force Summit III – "Working Together to Reduce the Burden of Cancer in New Jersey." The Summit planning committee held its first inaugural planning session and has tentatively selected May 21, 2010 for this event that will focus on survivorship. A dynamic program is under development that is intended for an audience of 300. The goals of the Summit are to expose the survivorship community to the efforts of the Task Force, its Standing Committees, Workgroups, and 21 County Cancer Coalitions; to expand recruitment of volunteers helping to implement the cancer plan; to increase retention of current volunteers; and to provide recognition of the innovative and exemplary work being done by volunteers in the cause of cancer control. All volunteers engaged in the implementation of the cancer plan and identified cancer survivors will be invited to attend. Stay tuned for more information!

***OCCP to Train Librarians in Cancer Resources!*** The OCCP continues to engage libraries throughout New Jersey in the comprehensive cancer control effort. This summer, customized mouse pads displaying OCCP's logo and website address were distributed to all local librarians in New Jersey. Planning continues with the New Jersey State Library System to train all state librarians on OCCP's website via webinar. A recorded version of the training focusing on the cancer resource section of the website will also be created and posted online at [www.njcancer.gov](http://www.njcancer.gov). The initial training webinar is planned for this fall.



## ***Happy 5<sup>th</sup> Birthday Atlantic County Healthy Living Coalition!***

In the fall of 2004, the Atlantic County Healthy Living Coalition (ACHLC) emerged from the Cancer Education and Early Detection Coalition. The small group of people then brainstormed and developed a new name, mission and goals, and agreed they wanted to become the coalition for Atlantic County. The Coalition has since become well-recognized in the county, with community organizations frequently seeking to partner with it on new initiatives. *Happy 5<sup>th</sup> Birthday, Atlantic County Healthy Living Coalition!*

### ***Palliative Care a Consistent Focus***

The ACHLC works on a variety of priority areas within the New Jersey Comprehensive Cancer Control Plan and although many of the committees have changed over the five years, an active Palliative Care Committee has remained the entire time. The Palliative Care Committee is the Coalition's largest committee, and consists of several competitive organizations that put their businesses aside for the good of the cause. The committee has provided several community workshops this past year on palliative care, and on average, the attendees increased their knowledge of the issue by 50% or more.

Palliative care was addressed at the Coalition's first physicians' conference held on May 7<sup>th</sup> at Harbor Pines Golf Course, with both physicians and advanced-practice nurses in attendance. Dr. David Casarett from the University of Pennsylvania spoke on "An Evidence-Based Approach to Effective Palliative Care and Hospice Discussions." The conference had 46 attendees, with 89% stating it would influence the way they practiced.

### ***"Choose Your Cover" to be Offered Annually***

The Atlantic County Healthy Living Coalition participated for the first time in the state initiative, "Choose Your Cover," on July 25<sup>th</sup> (see cover article). With two Atlantic County locations, Ventnor and Brigantine, 148 people were screened, with several potential melanomas identified. As a result, twenty biopsies were recommended. The success of this first year guarantees that ACHLC will participate in the effort again next year.



*Beach Taggers take part in "Choose Your Cover" screening activities in July*

Lastly, on August 14<sup>th</sup> the Coalition partnered with the Atlantic County Division of Public Health to host "Fun Steps to Fitness" at the Atlantic County Bike Path in Egg Harbor Township. It included a one-mile walk with activities along the way, a fitness fair (tables with interactive activities), healthy box lunches and prizes. The event helped families get more active in a fun, relaxed atmosphere.



*Don Rogers, from ACHLC, teaches balance and strength exercises to attendee*

Nineteen families participated, for a total of sixty-five participants. Of those attending, 88% stated they would increase or start exercising as a result of the event.

For more information about Atlantic County activities, please contact Angela A. Bailey at [abailey@shorememorial.org](mailto:abailey@shorememorial.org) or 609-653-3923. Visit [www.achlc.com](http://www.achlc.com).

## ***Sun Safety Effort Shines Throughout Bergen County***

The Bergen County Cancer Coalition presented sun safety programs at recreational camps in several Bergen County towns, including Cliffside Park, East Rutherford, Dumont and Maywood. Programs were also delivered at the Safety events for the towns of Oakland and Park Ridge, and a table display featuring sun safety information was set-up at the farmer's market in River Vale.

Together, these activities resulted in over 1200 people being educated about the importance of sun safety behaviors. To further reinforce the message, a proclamation recognizing July as UV Safety Month was presented by Bergen County Freeholder Vernon Walton at one these programs. *(Continued, next page)*



*Bergen County Cancer Coalition members instruct Dumont recreational camp students about sun safety while they sit in the shade.*

## ***Bergen County Recognized for Prostate Cancer Education Efforts Brennon's Barbershop Owner is "In the Know"***

Willie E. Brennon, owner of Brennon's Barbershop in Englewood, NJ was selected as the Prostate Net's ***"In the Know" Barber of the Year 2008***. Mr. Brennon, who has since passed away, was a father, mentor and go-to-person for young black men looking for a trim and the right answers. In searching for barbers to participate in the "Get the Buzz" Barbershop Initiative of the Bergen County Cancer Coalition and Bergen County CEED Program, Mr. Brennon was highly recommended. He quickly welcomed the idea and opened his shop to educate approximately 25 men on prostate cancer and smoking cessation.

The educational presentation which featured the DVD titled "Let's Tackle Prostate Cancer Together" was followed by a personal story from survivor, Reverend Gregory Jackson, senior pastor of the Mount Olive Baptist Church in Hackensack. Proof that the program made a difference was evident when one of the barbers from the shop participated in a Bergen County CEED prostate cancer screening two weeks later. These efforts resulted in a half page article in *The Record*, the largest newspaper in Bergen County, bringing further awareness to these important issues. The award will be presented to Mr. Brennon's family at a prostate cancer educational presentation sponsored by the Black Task Force of Gilda's Club Northern New Jersey and the Prostate Net on Saturday, October 3, 2009.



*Willie E. Brennon, participant in the Bergen County "Get the Buzz" Barbershop Initiative and Recipient of the Prostate Net's "In the Know" Barber of the Year Award 2008*

For more information about Bergen County Cancer Coalition activities, please contact Kenese Robinson at [krobinson@co.bergen.nj.us](mailto:krobinson@co.bergen.nj.us) or 201-634-2699. Visit [www.bergenhealth.org](http://www.bergenhealth.org).

## ***Burlington's 'Brunch of Beauty' Raises Awareness About Breast Cancer***

On June 14th, the Burlington County Cancer Coalition sponsored its second annual *Brunch of Beauty* breast cancer awareness program. The program featured a catered brunch rich in fruit and vegetables, speakers on breast cancer and free beauty and health services.



*Virtua Memorial Hospital provides free blood pressure screening at the second annual Brunch of Beauty breast cancer awareness event*

This year's speakers were Bridget LeGrazie, Manager of the Virtua Fox Chase Cancer Genetics Program and Jessica Morton, Regional Representative for the Susan G. Komen Foundation. Both speakers discussed the importance

of self breast examinations and mammograms. When surveyed at the event, 25% of the women attending had never performed a breast self-examination.

Attendees had the opportunity to have their blood pressure measured, bone density screened and facial skin analyzed for damage. In addition, they received beauty treatments for the face, hands and hair. MANE Illusions Hair Enhancement Studio of Medford, NJ provided free beauty treatments for participants. Many participants were survivors or recently diagnosed and received free hair enhancement consultations. As a result of this

program, almost 100 Burlington county women were screened for osteoporosis, high blood pressure and potentially precancerous skin damage.

In answer to the question, "Will you do anything differently because of what you learned today?" a participant responded, "I will make sure I keep checking my breasts and get a mammogram every year – NOT every other year."

## ***Counties Partner to Reduce Tobacco Use***

On July 24th, the Burlington County Cancer Coalition joined the Camden and Gloucester County Cancer Coalitions and CEED programs to promote the "Hands of Hope for a Tobacco-Free World" project at the Camden Riversharks' baseball game.

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then displayed on a board for all game attendees to see, as shown in the the photo above.

At the event, children were asked to color or write anti-tobacco messages on cut out paper hands. The hands, with their anti-tobacco messages, were

While there were over 200 hands displayed on the board, one Burlington County child's words seemed to capture it all: "Reasons not to smoke: you could get sick, you will never be the same, you could get heart problems and the people who love you will be sad."

Additionally, Jallah Kennedy of UMDNJ distributed surveys to parents and other adults to determine perceptions of the danger of second hand smoke and refer smokers to local NJ Quit Centers.

For more information about the Burlington County Cancer Coalition, please contact Kimberly D. Harless at [kharless@co.burlington.nj.us](mailto:kharless@co.burlington.nj.us) or (609) 265-5548. Visit [www.burlington.co.nj.us](http://www.burlington.co.nj.us).

### ***Camden Coalition Members Come Together to Address the 'Other' Unmet Needs of Cancer Survivors***

*This story is shared by Jean Mouch, Camden County Cancer Coalition Coordinator*

*A co-worker in the Community Planning & Advocacy Council came to my desk with a concern for a prayer group member at his church, diagnosed with stage IV undifferentiated cancer in her abdomen. He described "DD," who is in her 40s, with 3 children. Her cancer journey was already into its 4<sup>th</sup> year. Her oncology care was covered with insurance, and regular health care needs were being attended to. However, she was exhausted, with caring for the house and meeting the needs of her children. Unfortunately, her marriage was also in difficulty. Could the Coalition help?*

*This is a dilemma, as we in Camden County do not have flexible funds for such needs. I started to call partners, but their funding was locked into specific cancers (e.g. breast cancer or leukemia or lymphoma). At our quarterly Coalition meeting, I simply asked one partner, South Jersey Breast Cancer Coalition (SJBCC), to present our concerns. Amazingly, the SJBCC's board agreed to serve as a fiscal agent for any fund-raising on DD's behalf. Two events were created and carried out – a Mother's Day Walk in Berlin where over \$5,000 was collected, and a Spaghetti Dinner sponsored by DD's church, which raised another \$1,000 dollars. Those events were in May and June.*

*On the day of the Coalition meeting in April, one member gave a gift certificate for a spa visit with massage, and another member with children about the same age, was going to contact DD and see if her family could take the children for some times of recreation. Over 15 members gave their names for helping with the fund-raising. Other partners identified some general services to help with house cleaning that were free, a service many didn't know about."*

*The outreach to help this cancer survivor has raised the issue of how are we are able to respond to special needs of cancer survivors in our county. For sure, this kind of story can be duplicated in Camden City many times, but there are few advocates for these cancer survivors. It has crystallized an unmet need for us to look at in the future.*

*For more information about the CCCC, please contact Jean Mouch at [mouchjf@yahoo.com](mailto:mouchjf@yahoo.com) or 856-663-3998. Visit [www.camdencancercoalition.org](http://www.camdencancercoalition.org).*





In Cape May County, 152 people were screened, of which 67 were recommended for biopsy. Sixteen were suspected basal cell carcinomas, six squamous cell carcinomas and five melanomas.



Thirty-seven people from thirteen area agencies gathered for a “lunch and learn” session on September 2<sup>nd</sup> at the Fitness Connection in Vineland. While enjoying a healthy lunch (except for the brownies!), Julie Tippens, MPH, from the Cancer Information Service (CIS) of the National Cancer Institute gave an excellent overview of sophisticated program planning and evaluation. She directed coalition members to several valuable resources that they can use as they plan the work for the new grant year. The group activity, “planning a vacation,” was useful to explain the development of SMART goals and objectives, those that are specific, measurable, attainable, realistic and time specific.

Representatives from each of the thirteen agencies shared information about upcoming events, programs and projects that are planned for Cumberland County and the surrounding area.

Suzanne Hornbeck from  
the Susan G. Komen Foundation  
for the Cure, Central and Southern

Attendees stated the program was very informative and progressive; several said they are beginning to understand the steps of planning and evaluation better.

For more information about Cumberland County activities, please contact Christine Gregory at [gregoryc@sjhs.com](mailto:gregoryc@sjhs.com) or (856) 575-4436. Visit [www.SJHealthcare.net](http://www.SJHealthcare.net).

The Essex County Cancer Coalition (ECCC) continues its focus on lung cancer-related issues, providing its members with several presentations on radon, tobacco and their links to lung cancer. Lung cancer is a major focus in the state Comprehensive Cancer Control

The ECCC made significant progress on its radon awareness campaign over the summer through its participation in the Radon Awareness Program (RAP) and in the Newborn Pilot Program (NPP). Each program provides \$1,000 of funding to support the purchase and distribution of radon test kits to homeowners. The kits distributed through the RAP can go to any homeowner, while the NPP kits are for families with newborn children. The ECCC has expanded this to include distribution to expecting parents.

With support of the Essex County Health Department, the ECCC is seeking assistance from local health departments in distributing the kits for the RAP. For the NPP, both St. Barnabas in West Orange and UMDNJ –

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(Essex County, continued from prior page)  
University Hospital in Newark will assist in distributing the radon kits to participants in pre-natal and 'new parent' classes, as well as through health clinics.

This summer, a questionnaire was developed to evaluate knowledge levels about radon in the community. Adults who completed the survey answered an average of only 69% (4.8/7) questions correctly. Of the initial 64 respondents, 92% knew that radon was a radioactive gas, but only 67% knew that radon was strongly associated with lung cancer. Essex County residents had a lower mean score on the survey (66%) than non-Essex County residents (73%) and also a lower percentage of respondents that knew radon is associated with lung cancer (62% vs. 72%). These preliminary results strongly support the decision to implement radon education and radon-testing programs in the region.

The ECCC Director, Stanley H. Weiss, MD is the Cancer Liaison Physician for the UMDNJ University Hospital (and New Jersey Medical School) Oncology Program to the Commission on Cancer of the American College of Surgeons (which is the nationwide accrediting body for cancer programs). Dr. Weiss, pictured below during a lecture, was recently

honored with the "2008 Cancer Liaison Physician Outstanding Performance Award." This award recognizes physicians who go above and beyond expectations to improve and provide direction to their cancer program.

The UMDNJ University Hospital Cancer Program recently underwent its periodic American College of Surgeons Accreditation Survey and Site Visit, and was just notified that it received a 3-year approval. In the official report, this program

received a commendation for its accomplishments related to "cancer prevention and early detection." Dr. Weiss in his role as Cancer Liaison Physician for this program (as discussed above), directs many of these activities.

ECCC recently partnered with the S.A.V.E. program (the NJCEED lead agency located at the UMDNJ – University Hospital in Newark) to offer an NJCEED-funded community breast cancer lecture. This was held on May 27th, at Seabra's Rodizio in Newark. Thirty enthusiastic attendees took



part in the four-hour session. These attendees included leaders of many community organizations that work with women at risk for breast cancer. The event included dinner followed by a presentation, "Breast Diseases with a Focus on Cancer" by Lillian Pliner, MD, Acting Director of the Division of Hematology/Oncology, UMDNJ-NJMS. Dr. Pliner covered basic information about breast cancer and an overview of screening, diagnostic procedures, and treatment, and addressed questions that have often been raised at

NJCEED screening events. The presentation was followed by a lively question & answer session.

Lastly, the ECCC attended an all-day Community Partnership Training sponsored by Essex Prevention Resources. This session provided information about tobacco products, methods to help users quit, and details about resources available for tobacco users.

For more information on ECCC activities, please contact Christopher Tuophy at tuohycp@umdnj.edu or 973-972-4623. Visit <http://www.umdnj.edu/esscaweb>.

### ***Gloucester Participates in Tri-County Workgroup for Hands of Hope***



The Tri-County Workgroup, which includes the Cancer Coalitions from Gloucester, Camden and Burlington Counties, came together at a Camden Riversharks baseball game on Friday, May 10th, for the second annual Hands of Hope Art Project. It was a fun and busy night as children and adults alike used colored paper to trace their hands and to write their own anti-smoking messages on the hands to family, friends and loved ones.

A Gloucester County 'best moment' was when a little girl, asked why she made six hands, said she wanted to make all those hands to help lots of people to stop smoking!

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*(Gloucester County, continued from prior page)*

After the hands were completed, they were placed on the board with the name of the county where they lived. Each person received a “Gloucester County Cancer Coalition Claps for a Smoke Free World” clapper. The clappers were a hit and before the end of the game, 500 clappers had been given away! There were 166 hands from Gloucester County residents and 20 evaluations filled out asking for additional information on smoking cessation. A special thanks to the Gloucester County Department of Health for partnering with the Coalition to make the night a great success!

### ***Gloucester Coalition Partners with Local Libraries for Cancer Prevention Education***



The ‘Healthy Families Badge Book Library Initiative’ is a partnership between Gloucester County Cancer Coalition and the New Jersey State Library. The project began in June with the delivery of 500 books, badges and certificates to the Gloucester County libraries. The book is entitled ‘Healthy Families’ and is a fun, interactive way to bring cancer awareness, education and prevention to the community. Also, NJCEED is highlighted at the end of the book, for adults to get information on free cancer screenings.

The book can be obtained at the local library. The child reads the book’s questions to an adult, and checks the box next to ‘correct’ when the adult answers the question correctly. (See sample pages and questions to the left.) After completing the book, the adult signs the back and returns the book back to the library where it was picked up. The librarian then presents the child with the “State of NJ Youth Educator Badge,” and the adult will receive a Certificate of Honor for being educated on cancer prevention.

To date, 400 books, badges and certificates have been distributed. One branch has decided to hold on to the books and badges to include them in a cancer prevention awareness project for the fall.

For more information about Gloucester County activities, please contact Lisa Little at [Little21999@yahoo.com](mailto:Little21999@yahoo.com) or 856-217-0250.



### ***Monmouth County Beachgoers Receive Free Skin Cancer Screenings***

Under the sponsorship of the New Jersey Department of Health and Senior Services and the Visiting Nurse Association of Central Jersey as grant recipient, the Monmouth Cancer Coalition offered free skin cancer screening to adults at five Monmouth County beaches on July 25th. “Choose Your Cover” combined the collective expertise of three medical centers, two health departments, community-based healthcare organizations, and five municipalities to fight skin cancer where risks are perhaps the greatest – at the beach.

The Coalition reports that 534 individuals received a free full-body exam, while many others received educational materials about melanoma.

“Choose Your Cover” began in 2008 in Ocean County beaches under the auspices of the Ocean County Cancer Coalition when over 500 people received a skin cancer screening exam. In 2009, the program was expanded to all four New Jersey shoreline counties. In all, approximately 1,400 people received a free exam on July 25<sup>th</sup>.

“Choose Your Cover” in Monmouth County joined the statewide effort in 2009 with five sites

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(Monmouth County, continued from prior page)



*The clinical team of Bayshore Community Hospital, Sea Bright Beach, Choose Your Cover, July 25th*

participating: Bradley Beach, Asbury Park Beach, Long Branch Beach, Highlands Family Beach and Sea Bright Boro Beach.

Clinical teams represented Jersey Shore University Medical Center, Monmouth Medical Center, Bayshore Community Hospital, the Monmouth County Health Department, and the Monmouth Regional Health Commission, with additional clinical support provided by Visiting Nurse Association of Central Jersey.

Over 60 volunteers from various organizations and private sectors worked together to make this a hugely successful event. Sponsors included the New Jersey Department of Health and Senior

Services, the Mike Geltrude Foundation, Schering Plough and the Jimmy Hamilton Memorial Fund. In addition, Horizon NJ Health provided the Care-A-Van and the Horizon blimp fly-over.

The purpose of “Choose Your Cover” is to raise awareness about the risks of skin cancer due to sun exposure. The goal is supported by the 2008-2012 New Jersey Comprehensive Cancer Control Plan. In New Jersey and Monmouth County, melanoma is one of the fastest growing cancers. In Monmouth County, melanoma incidence rates are fourth highest in the state and, contrary to most cancer types, mortality rates have not declined. “New Jersey has a significantly higher risk of skin cancer than other states,” said Arnold M. Baskies, M.D. and Chair of the Task Force on Cancer Prevention, Early Detection and Treatment in New Jersey and originator of Choose Your Cover. “We believe that sun safety can make a big difference and that education about skin cancer is key to saving lives.”



There were so many who donated their time and efforts to this day! To name just a few --- The Jimmy Hamilton Memorial Fund, in honor of a young Monmouth County man who died of melanoma, worked tirelessly to make the Highlands Beach site a huge success. Interfaith Community, a community-based grass roots organization in Asbury Park, sent their youth members to the boardwalk to hand out fliers. We were especially touched by Tom Faffel from Big Top Tent Rentals who provided tents, tables and chairs at two beach sites free of charge.

For more information about “Choose Your Cover” and the Monmouth Cancer Coalition, please contact Pat Virga at [pvirga@newsolutionsinc.com](mailto:pvirga@newsolutionsinc.com) or 732-418-3219. Visit [www.monmouthcancercoalition.org](http://www.monmouthcancercoalition.org).

### ***Ocean County Celebrates ‘Pretty in Pink’ in October***

October is ***Pretty in Pink*** month in Ocean County! Over 600 women are anticipated to attend programs provided by the Ocean County Cancer Coalition member organizations that received mini-grants to provide breast cancer programs to support education and early detection of breast cancer.

The Ocean County Cancer Coalition provides direct financial assistance to local community groups and organizations to develop and implement breast cancer-related projects. These countywide projects are created through partnerships and provide breast cancer advocacy, education and awareness programs. All organizations are active members of the Coalition’s Breast Cancer Workgroup.

Participating organizations include the American Cancer Society, Community Medical Center NJ-CEED Program, Family Planning Center of Ocean County, Inc., Kimball Medical Center, Long Beach Island Health Department, Ocean County Health Department, Ocean Medical Center, Southern Ocean County Hospital and The Wellness Center.

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(Ocean County, continued from prior page)

Funding for the Ocean County Cancer Coalition's breast cancer workgroup's activities is provided by WOBN 92.7's "Shawn & Sue Pretty in Pink Breast Cancer Awareness" and fund-raising campaign. Shawn Michaels and Sue Moll, who host the Breakfast Show, initiated their 'Pretty in Pink' campaign several years ago. Proceeds go to the Ocean County Cancer Coalition to bring Ocean County women breast cancer programs such as mini-grants or "Surviving the Breast Cancer Challenge," a program for breast cancer survivors that was held in May.

County residents will benefit when Shawn, Sue and many health professionals increase awareness by broadcasting information about mammographies, early detection, what to do when breast cancer is diagnosed, treatment options and clinical research. Shawn & Sue's Breakfast Show will broadcast live on October 9 at Kimball Medical Center and October 30 at Community Medical Center. Shawn and Sue will also sell candy bars and have a costume Halloween Party to support a great cause -- the Ocean County Cancer Coalition's breast cancer work group.

For more information about Ocean County activities, please contact Debra A. Levinson, FACHE at [dlevinson@newsolutionsinc.com](mailto:dlevinson@newsolutionsinc.com) or 732-286-3693. Visit [www.oceancountycancercoalition.njcoalitions.org](http://www.oceancountycancercoalition.njcoalitions.org).

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### ***Salem Coalition Coordinates Breast Health Education with Local Hospital***

Together with South Jersey Healthcare (SJH) - Elmer Hospital, the Salem County Cancer Coalition organized the first *Mammogram Partners for Life Day* on May 16th, where 11 Salem County women were provided with free clinical breast exams, mammograms, advice from health professionals and educational information.

"This day was a great success, touching the lives of many women," says Doris Moore, SJH Breast Cancer Bridge Program Coordinator.

Many partnering agencies came together to raise awareness, educate the community and provide important health care services related to breast health.

The *Mammogram Partners for Life Day* was an event made possible through the partnerships of Famcare, the NJ Cancer Education & Early Detection program (NJCEED), the Puerto Rican Action Committee of Southern NJ, Inc., the Salem County Health Department, South Jersey Healthcare, Southern Jersey Family Medical Centers, Inc., Susan G. Komen for the Cure® Central and South Jersey, and the Salem County Cancer Coalition.

For more information about the Salem County Cancer Coalition, contact Rebecca Nnadi at [bnnadi@cshealth.org](mailto:bnnadi@cshealth.org) or 856-935-7510 ext. 8469. Visit <http://salemccc.njcoalitions.org>.

### ***Somerset County Increases Cancer Awareness Through Outreach and Partnerships***



On May 27th, in recognition of 'World No Tobacco Day,' Somerset County Deputy Director Freeholder and Health Liaison, Jack Ciattarelli, welcomed visitors to an educational display about lung cancer and other tobacco-related diseases.

The event was held on the steps and lawn of the historic courthouse in Somerset County. The display included 1,200 pairs of shoes on the lawn, signifying the number of people who die every day in the United States from tobacco-related diseases.

This program shined a spotlight on the tragedy of tobacco-related illnesses and deaths. Cancer survivor and Quit Center graduate Eileen Courtney, pictured above, spoke about the positive side of quitting smoking and encouraged people that with the right tools and support, people can stop using tobacco, and, hopefully, through education programs such as this one will never start smoking. Ms. Courtney was joined by local government officials and supported by her husband David (pictured above, far right), who is also a recent Quit Center graduate.

This important event was a collaborative effort by members of the Somerset County Cancer Coalition that includes several caring organizations. In particular, REBEL and REBEL 2, coordinated by the Somerset Council on Alcoholism and

(Continued, next page)





*Somerset County Cancer Coalition members participate in event for 'World No Tobacco Day'*

Drug Dependency, was well represented by members of 15 school-based chapters in Somerset County.

In addition, the Somerset County Community Partnerships for a Tobacco-Free New Jersey, also coordinated by the Somerset Council, the Somerset Medical Center Tobacco Quit Center and the Somerset County Cancer Coalition, coordinated through the County Health Department, were also essential partners in bringing the compelling display and critically important message to the community.

The Cancer Coalition's sub-committee on Tobacco and Lung Cancer Prevention joined Somerset Medical Center and Somerset County Quit Center to support a permanently smokefree hospital-wide campus this past fall. A press conference coincided with the American Cancer Society's Great American Smoke-Out and was hosted by SMC President and CEO, Kenneth Bateman.

Over the last several months, another educational outreach and campaign was launched to encourage residents to "trade your pack for a gift sack." The backpack-style gift sacks are given out in return for a pack of cigarettes and contain incentives, resources and coupons for cessation services at the Quit Center. Over 200 sacks have been dispersed!

Lastly, the Cancer Coalition has compiled several informative interviews with Coalition members and the organizations they represent. The ½ hour programs address specific risk factors and the importance of early detection as a tool for the best prevention of cancer. This was made possible through partnership with the Middle-Brook Regional Health Commission and their efforts to provide public health education with a focus on cancer prevention through their own 'Public Health Matters' cable program.

Covered in the programs are cervical, colorectal, lung, skin cancer (including melanoma), and prostate cancers. Each section includes how to reduce risks, early detection methods, diagnosis, treatment and support services for those diagnosed with cancer. The Coalition also weaves into all educational messages and programs the importance of establishing healthy eating habits to decrease the risk for certain cancers. After each segment, there is a complete listing of resources available on the web and in the community for future reference. Copies of the DVD are available to any interested organization! For a free copy, or for more information, contact Lucille Y-Talbot at YTalbot@co.somerset.nj.us or 908-203-6077. Visit [www.co.somerset.nj.us/Health/cc\\_index.htm](http://www.co.somerset.nj.us/Health/cc_index.htm).

### ***Warren County Coalition Hosts "Tickle Us Pink – Celebrating Health and Wellness"***

On June 4th, the Warren County Cancer Coalition and the NORWESCAP NJCEED Program collaboratively provided the "Tickle Us Pink – Celebrating Health and Wellness" breast cancer event. This program was an opportunity for women throughout Warren County to learn the facts about breast cancer and the importance of early detection. Over 115 women ranging in age from 13-86 were there to enjoy the night out!

Maria Eustice, nurse practitioner, provided a presentation on breast cancer awareness issues,

discussing risk factors, signs and symptoms, prevention/early detection practices, and screening recommendations. In addition, representatives from various organizations provided information on breast cancer and health and wellness services available to the community. These participants included the Warren Hospital Breast Center, clinical trials coordinator, and infusion nurses. There was also information available on rehabilitation services, Lifeline, and of course, NJCEED and the Warren Cancer Coalition.

Each participant received a buffet dinner and a "goody bag" containing breast health brochures, NJCEED information and breast cancer promotional items. Several door prizes were also raffled.

*(Continued, next page)*

With the help of Dr. Steve Godin, pre- and post-test evaluations were distributed to all participants. The evaluation showed a significant increase in the participants' knowledge from the pre-test (71% correct) to the post-test (89% correct). The overall response to the evening was very positive.

Be sure to visit the 'new and improved' WCC website! A new web designer helped to update the look, design a logo, and create resources that will not only be easy to use for residents, but will provide valuable information that is currently not available from any other source.

#### *Upcoming Events: October 2009*

- Breast Cancer Awareness Tea Party - This program will include a lecture on the history, culture and health benefits of tea, and a review of current recommendations for tea drinking by a registered dietician.
- Second Bi-lingual Colorectal Cancer Awareness event -- Participants will learn about colorectal cancer, clinical trials, nutrition, and the NJCEED program. Each individual will receive a complimentary meal, incentives and educational materials in both English and Spanish.

For more information, please contact Sarah Engler or James Stephenson at NORWESCAP at [prices@norwescap.org](mailto:prices@norwescap.org) or [stephensonj@norwescap.org](mailto:stephensonj@norwescap.org) or 908-387-9888. Visit [www.warrencancereducation.com](http://www.warrencancereducation.com).

### *Why does the Office of Cancer Control and Prevention choose the Starfish as part of its logo?*

*There was a young man walking down a deserted beach just before dawn. In the distance he saw a frail old man. As he approached the old man, he saw him picking up stranded starfish and throwing them back into the sea. The young man gazed in wonder as the old man again and again threw the small starfish from the sand to the water. He asked, "Old man, why do you spend so much energy doing what seems to be a waste of time." The old man explained that the stranded starfish would die if left in the morning sun. "But there must be thousands of beaches and millions of starfish!" exclaimed the young man. "How can you make any difference?" The old man looked at the small starfish in his hand and as he threw it to the safety of the sea, he said, "It makes a difference to this one!"*  
-Author Unknown

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We welcome reader comments and submissions of OCCCP-related articles and photographs.

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